

FIG. 1

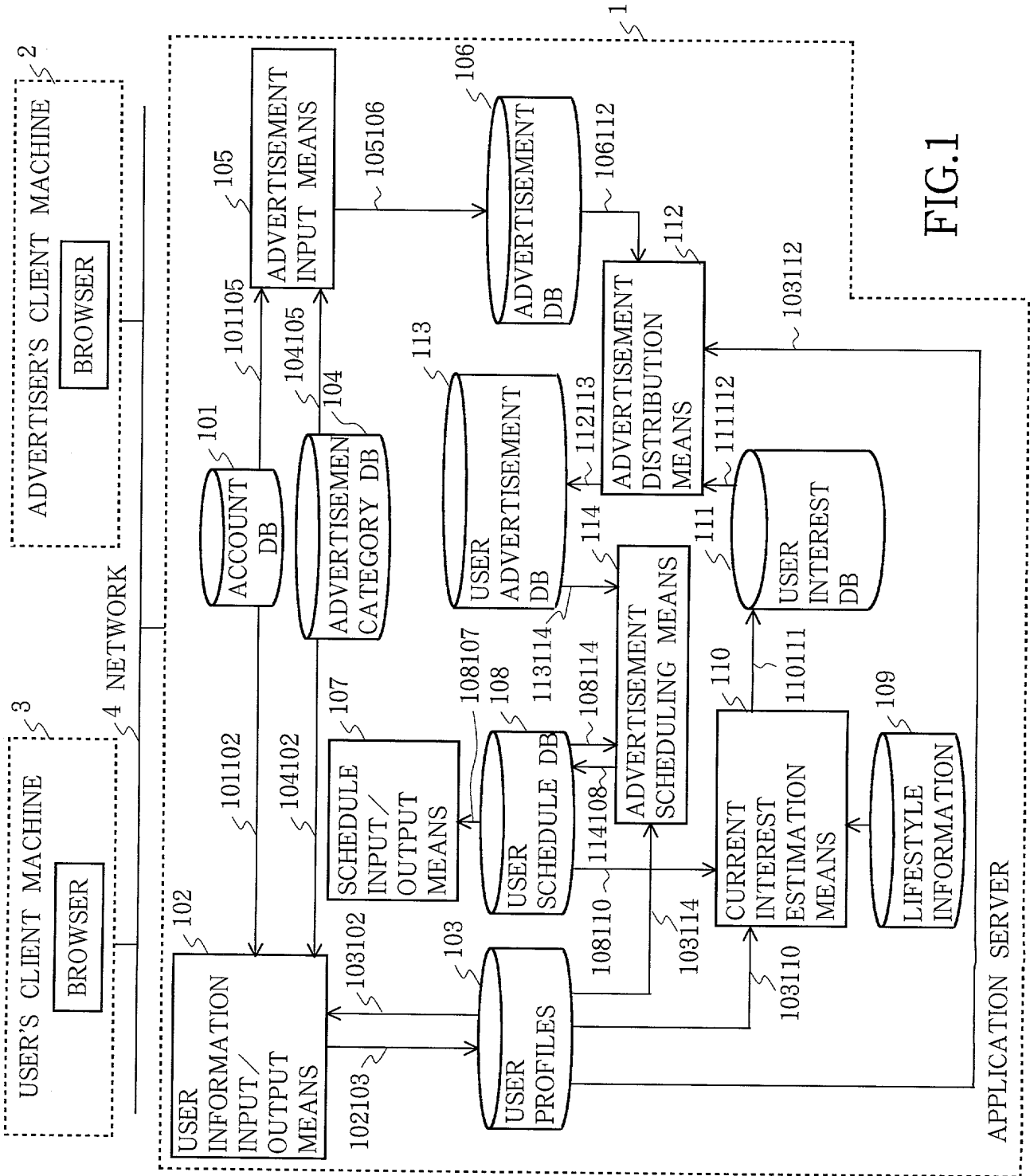


FIG.1

T101 }	T102 }	T103 }	T104 }
User ID	Name	Password	User/ Advertiser
001	advertiser A	123	advertiser
002	user B	777	user
...	...	...	...

FIG.2

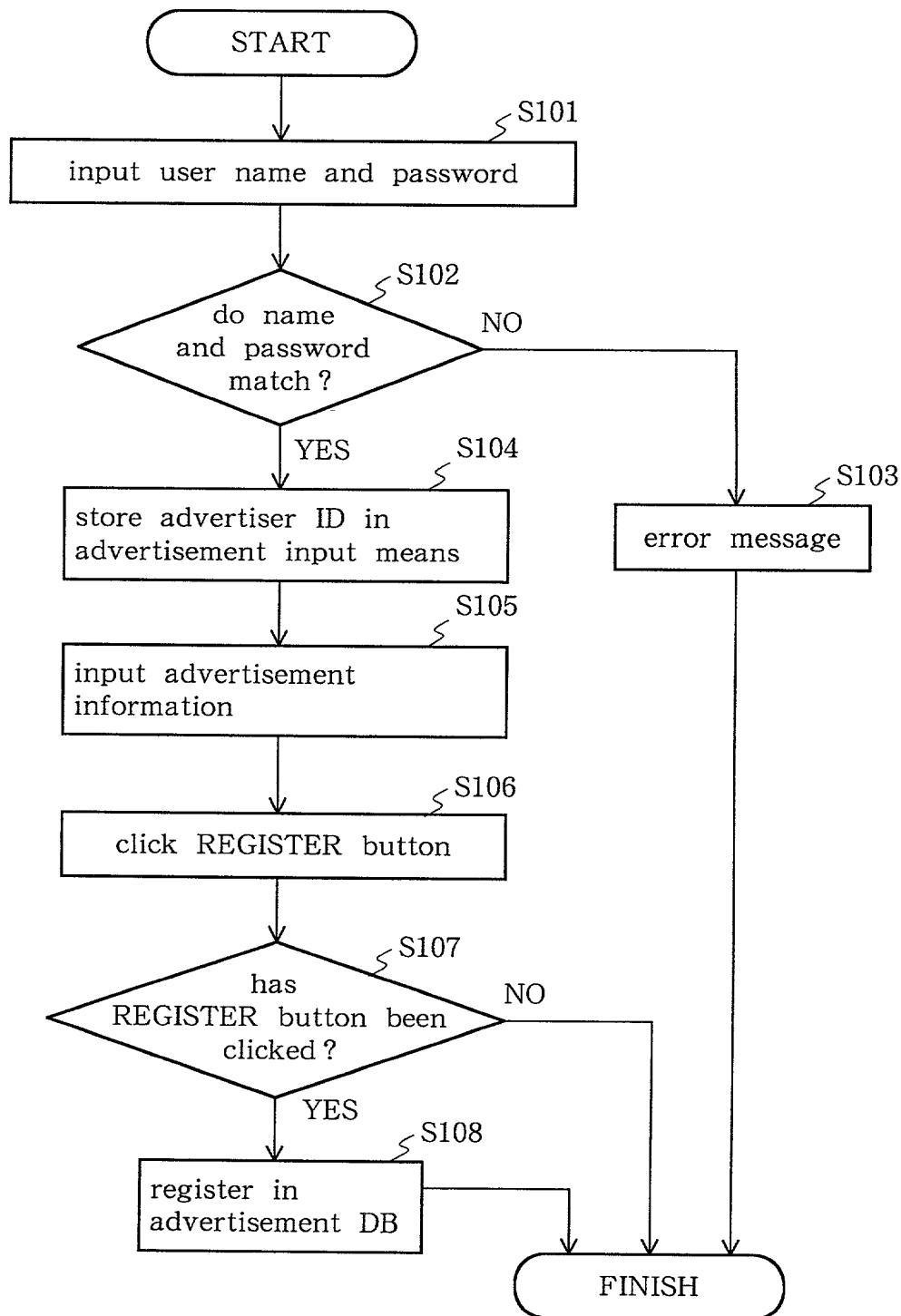


FIG.3

Advertisement title: ABC Magazine Goes On Sale (D101)

Valid period: February 28 to March 3, 2000 (D102)

Keywords: comics, weekly magazines (D103)

Category: book - related information (D104)

Distribution conditions: region :  
age : 18 to 40  
gender : male (D105)

register (D106)

FINISH (D107)

FIG.4

Advertisement Category
Shopping
TV Programs
watching Sports
CD and video information
Book - related Information

FIG.5

Advertisement ID	Advertisement Title	Valid Period	Keywords	Category	Distribution Conditions	advertiser
100	ABC Magazine Goes On Sale	Feb 28 - Mar 3, 2000	comics, weekly magazines	book-related information	region: 18-40 age: 18-40 gender: male	001
101	Bar XYZ Opens	Jan 10 - Feb 29, 2000	bars, parties	stores	region: Nara age: 20-100 gender: either	003
102	Mail Order FGH Magazine Goes On Sale	Feb 14 - Feb 21, 2000	presents, shopping	book-related information	region: 18-40 age: 18-40 gender: female	001
103	Drama UVMyster	Jan 25 - Feb 4, 2000	drama, suspense	TV programs	region: 6-100 age: 6-100 gender: either	004

FIG.6

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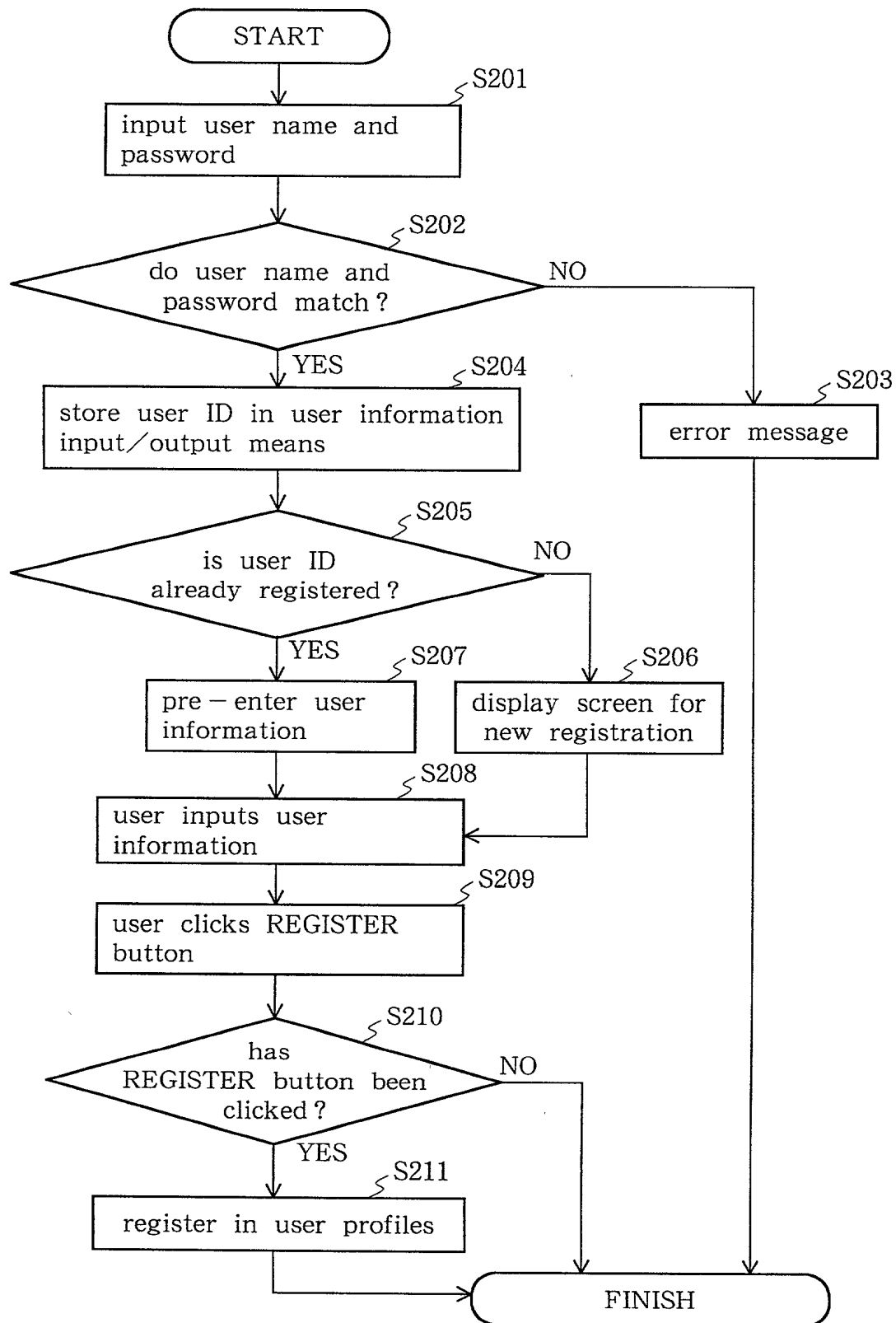


FIG.7

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T401	T402	T403	T404	T405
User ID	Address	Date of Birth	Gender	Advertisement Categories
002	Oze - cho, Ikoma - shi	1967/10/26	male	TV programs, book - related information

FIG.8

Address	<input type="text" value="Oze - cho, Ikoma - shi"/>	D201
Date of Birth	<input type="text" value="1967/10/26"/>	D202
Gender	<input type="text" value="male"/> ▼	D203
Advertisement Categories	<div><input type="checkbox"/> shopping <input checked="" type="checkbox"/> TV Programs <input type="checkbox"/> watching Sports <input type="checkbox"/> CD and Video Information <input checked="" type="checkbox"/> Book - related Information</div>	D204
		D205 <input type="button" value="REGISTER"/>
		D206 <input type="button" value="FINISH"/>

FIG.9

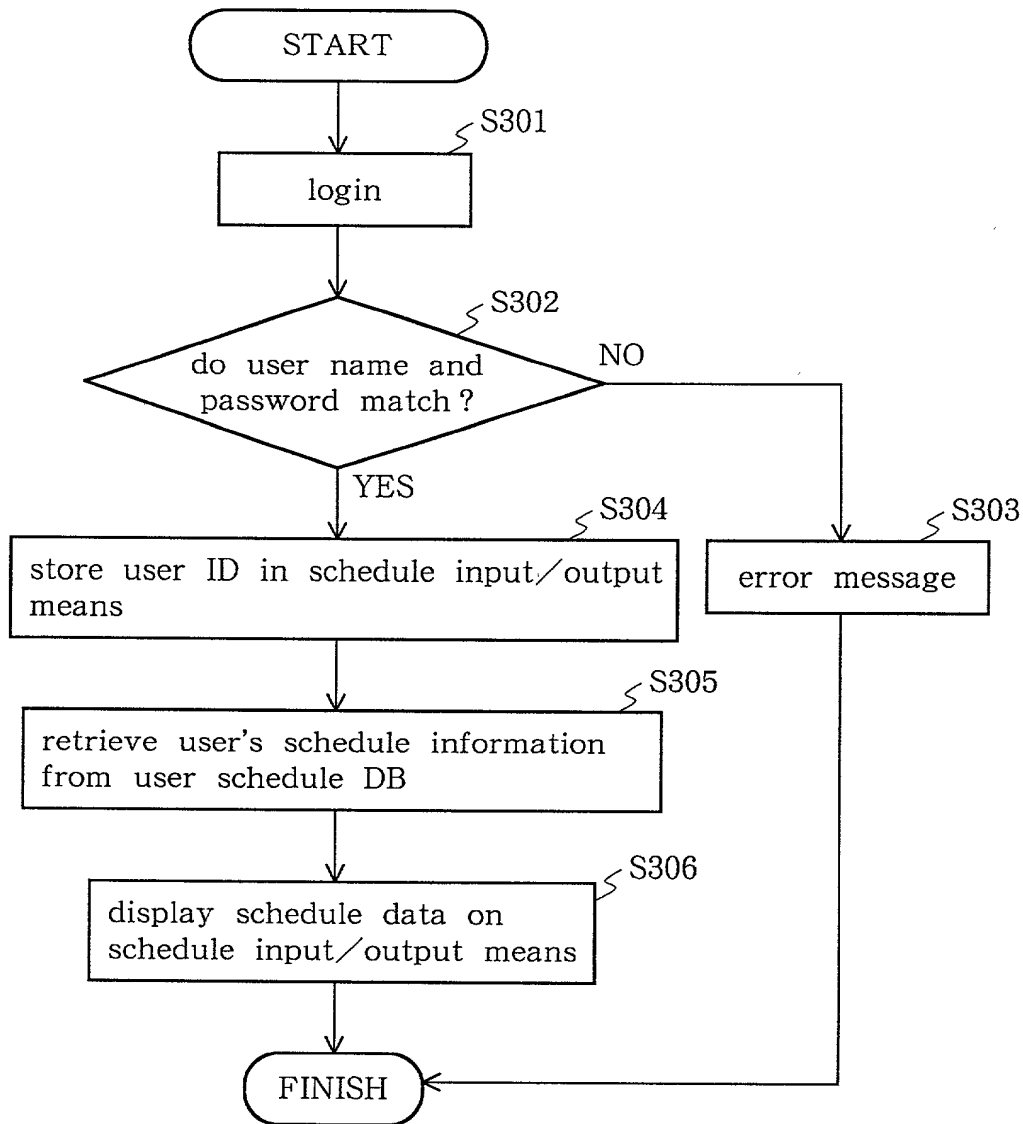


FIG.10



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T501		T502		T503		T504		T505		T506		T507	
Event ID	Owner	Event Name	Date	Event Period	Event Type	Display Count							
0	001	skiing	2000/1/31	0:00~24:00	user event	16							
2	001	Valentine's Day	2000/2/14	19:00~21:00	user event	10							
3	002	birthday	2000/2/1	0:00~24:00	user event	11							
4	002	drinking	2000/2/5	19:00~21:00	user event	14							
5	003	travel	2000/2/18	0:00~24:00	user event	5							
6	002	bargain sale	2000/2/1		advertisement event	0							

FIG.11

Event ID	Owner	Event Name	Date	Event Period	Event Type	Display Count
3	002	birthday	2000/2/1	0:00~24:00	user event	11
4	002	drinking	2000/2/5	19:00~21:00	user event	14
6	002	MNO bargain sale	2000/2/1		advertisement event	0

FIG.12

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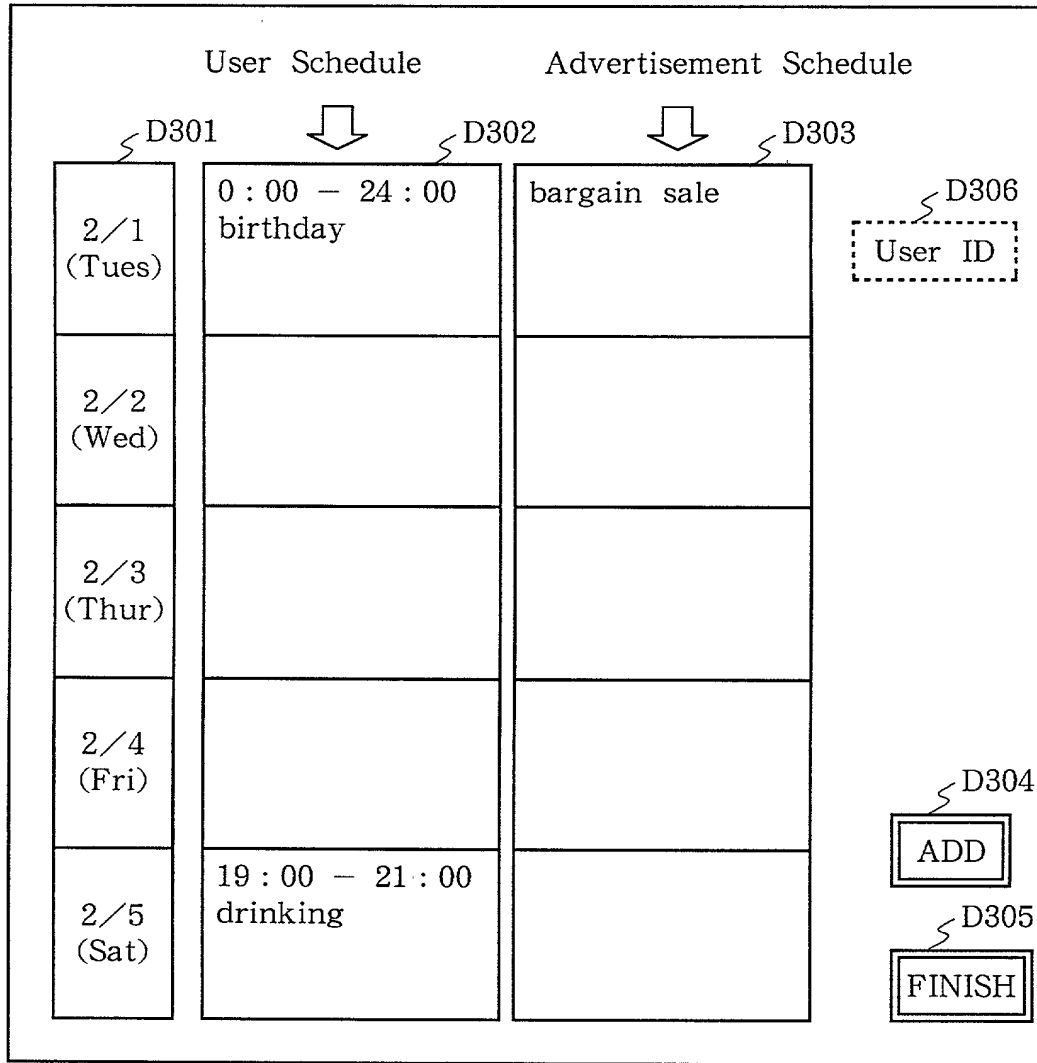


FIG.13

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Event Name D401

Date D402

Time D403

User ID D406

REGISTER D404

FINISH D405

FIG.14

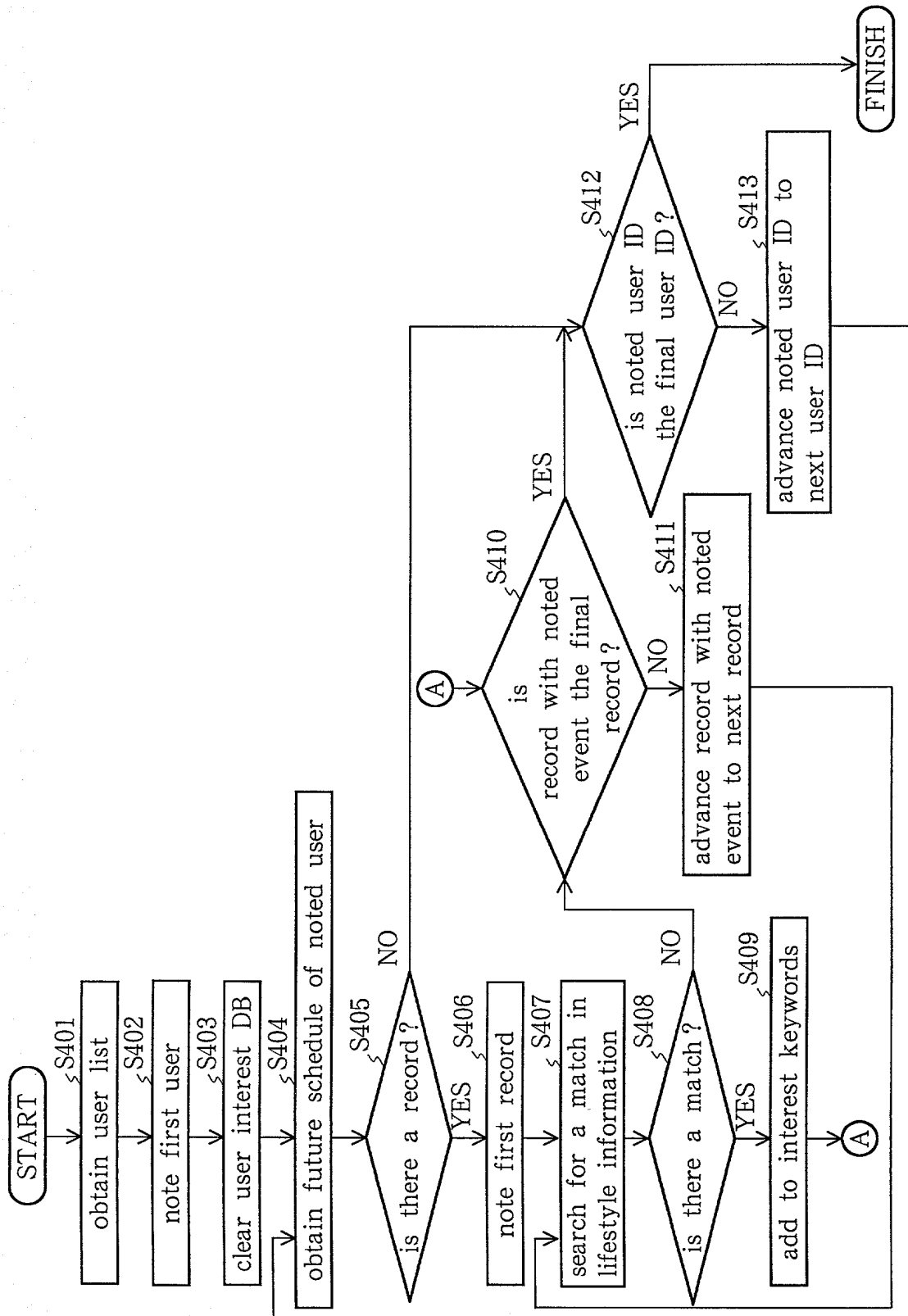


FIG.15

T601		T602	
{		{	
User ID		Interest	Keywords
001		cars, shopping	
002		travel	
...		...	

FIG.16

Event ID	Owner	Event Name	Date	Time	Event Type	Display Count
3	002	birthday	2000/2/1	0:00~24:00	user event	11
4	002	drinking	2000/2/5	19:00~21:00	user event	14
6	002	bargain sale	2000/2/1		advertisement event	0

FIG.17

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T701 { Event Name	T702 { Interest Keywords
birthday	presents, cake
drinking	hangover remedies, parties, karaoke, bars
dating	cars, shopping, movies

FIG.18

User ID	Interest Keywords
002	presents, cake, hangover remedies, parties, karaoke, bars
...	...

FIG.19

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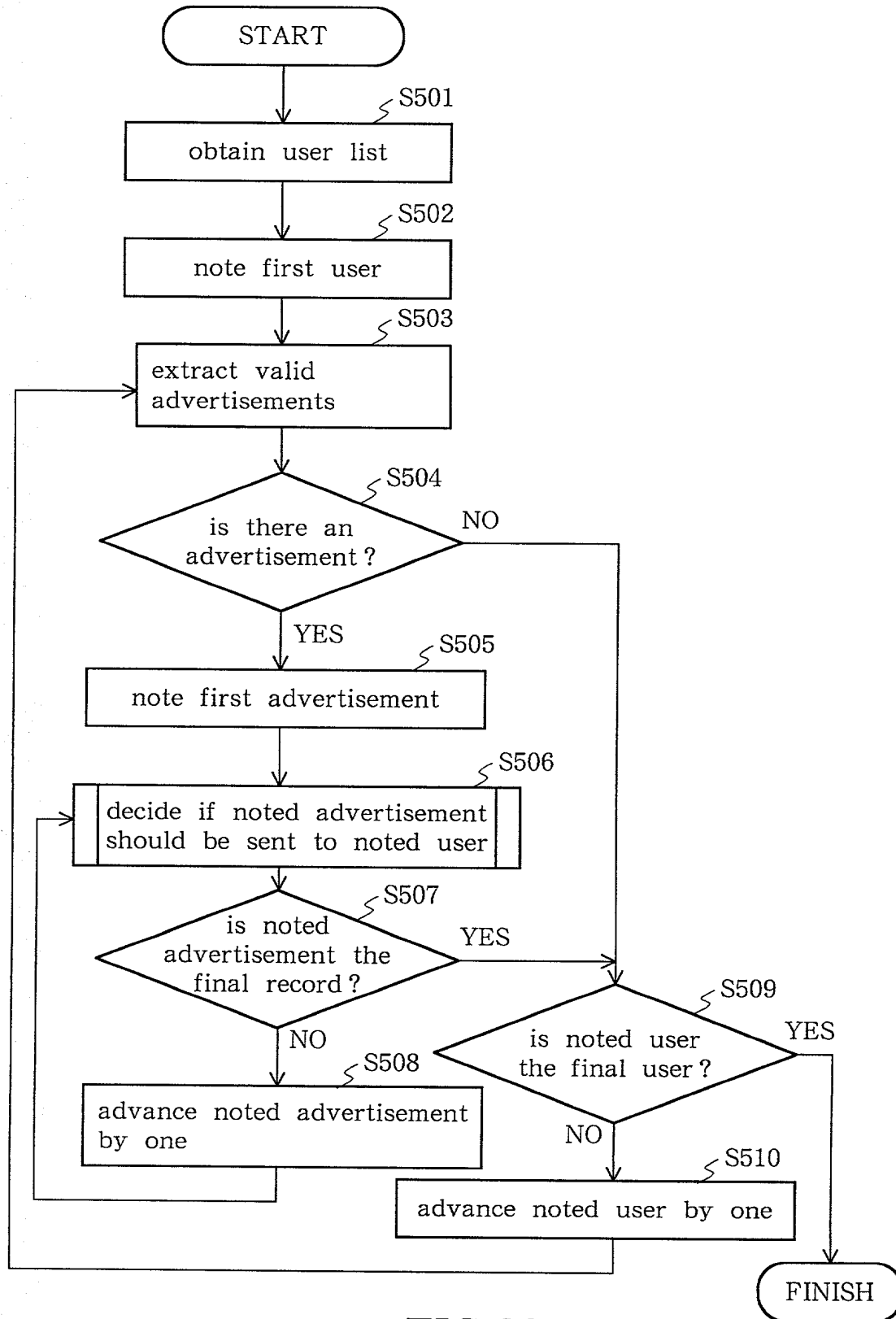


FIG.20



Advertisement ID	Advertisement Title	Valid Period	Keywords	Category	Distribution Conditions	Advertiser
101	Bar XYZ Opens	Jan 10 - Feb 29, 2000	bars, parties	stores	region: Nara age: 20-100 gender: either	003
103	Drama UVW Mystery	Jan 25 - Feb 4, 2000	drama, suspense	TV programs	region: age: 6-100 gender: either	004

FIG.21

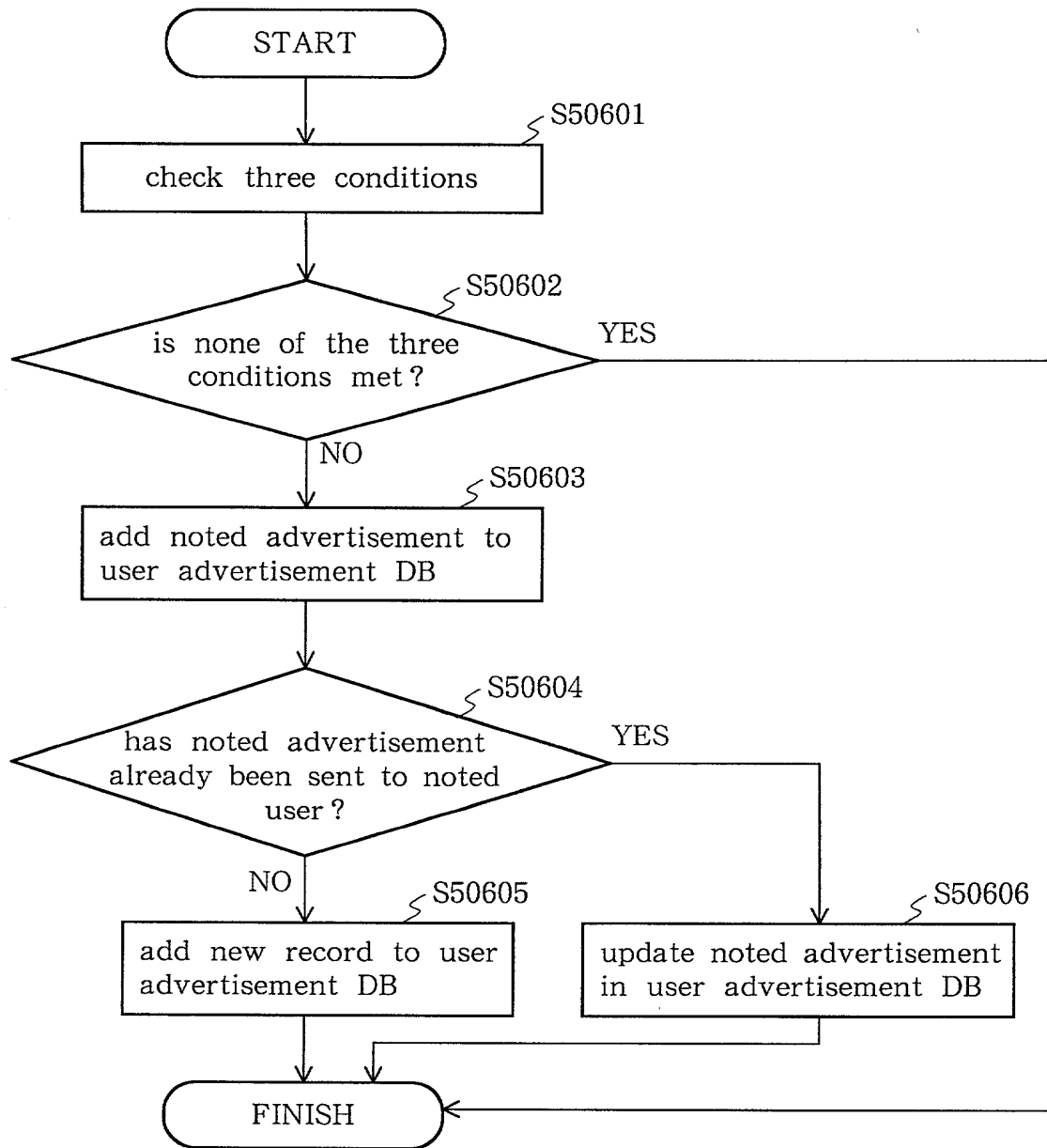


FIG.22

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T801	T802	T803	T804	T805	T806
Advertisement ID	Advertisement Title	Valid Period	Keywords	Category	Distribution Conditions
101	Bar XYZ Opens	Jan 10 - Feb 29, 2000	bars, parties	stores	region : Nara age : 20 - 100 gender : either

T807	T808	T809	T810	T811	T812	T813	T814
Advertiser	Registration Date	Condition 1	Condition 2	Condition 3	Recipient	Display Count	Priority
003	Feb 1, 2000	met	not met	met	002	0	2

FIG.23

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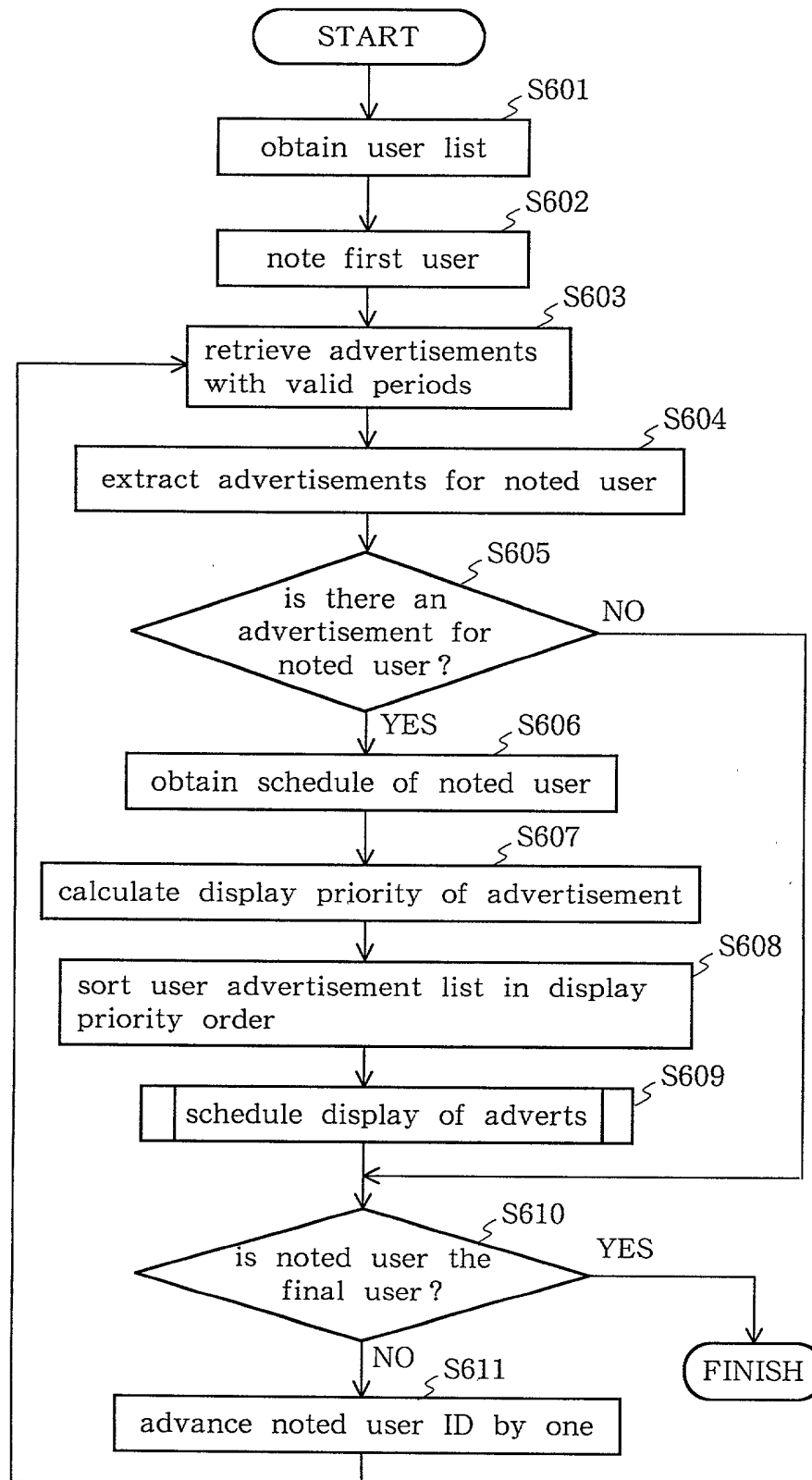


FIG.24

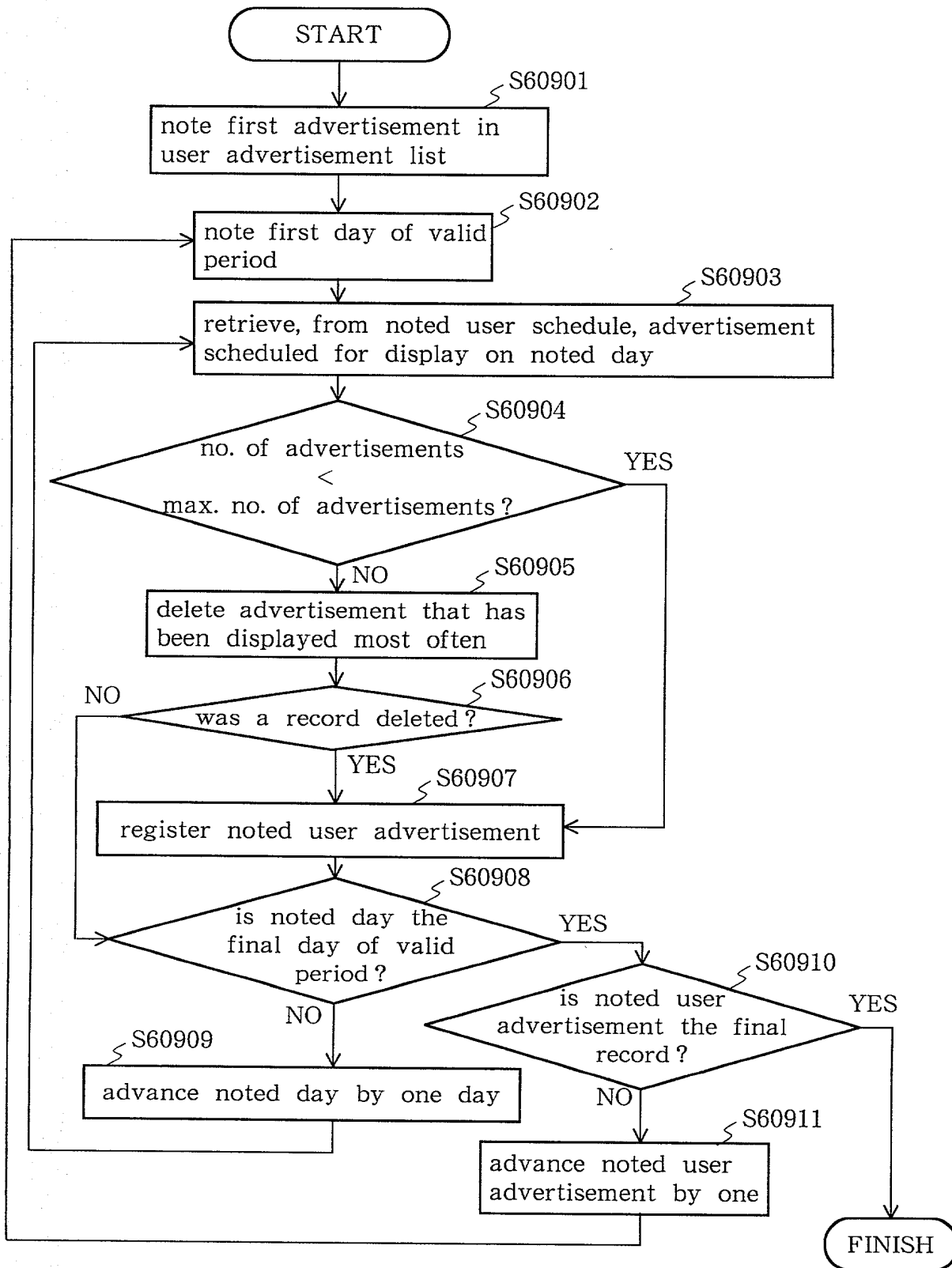


FIG.25

FIG. 26

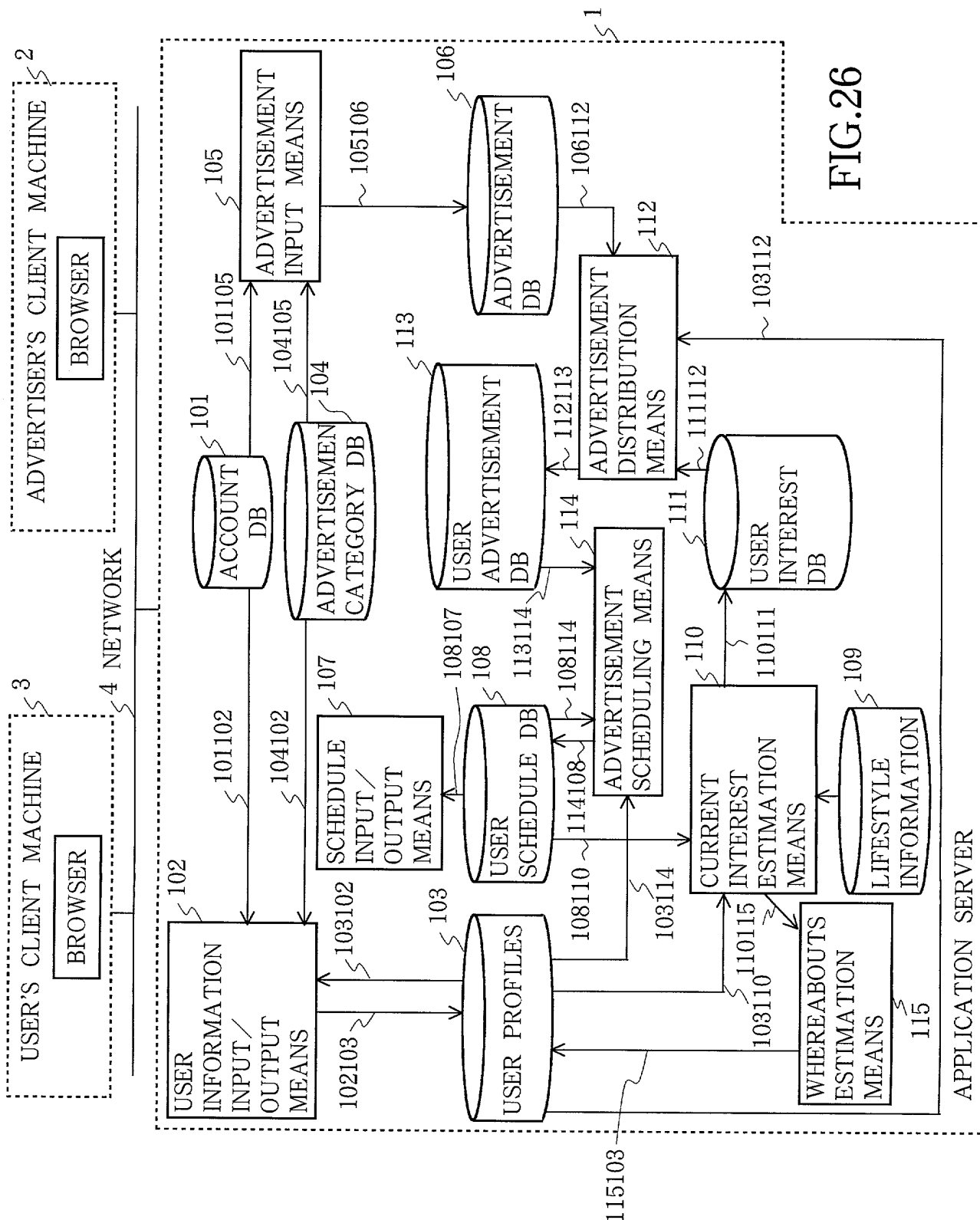


FIG.26

The diagram shows a registration form within a rectangular border. It contains five input fields and two buttons. The fields are labeled 'Event Name', 'Date', 'Time', 'Place', and 'User ID'. The 'User ID' field is enclosed in a dashed border. To the right of the form are two buttons labeled 'REGISTER' and 'FINISH'. Each element is associated with a reference numeral: D401 for Event Name, D402 for Date, D403 for Time, D404 for Place, D405 for REGISTER, D406 for FINISH, and D407 for User ID. The labels are connected to their respective elements by thin lines.

Event Name	<input type="text"/>	
Date	<input type="text"/>	<input type="button" value="REGISTER"/>
Time	<input type="text"/>	<input type="button" value="FINISH"/>
Place	<input type="text"/>	
User ID	<input type="text"/>	

FIG.27

Event ID	Owner	Event Name	Date	Event Period	Event Type	Display Count	Place
0	001	skiing	2000/1/31	0:00~24:00	user event	16	Hokkaido
2	001	Valentine's Day	2000/2/14	19:00~21:00	user event	10	
3	002	birthday	2000/2/1	0:00~24:00	user event	11	
4	002	drinking	2000/2/5	19:00~21:00	user event	14	Osaka
5	003	travel	2000/2/18	0:00~24:00	user event	5	Okinawa
6	002	bargain sale	2000/2/1		advertisement event	0	

FIG.28



User ID	Address	Date of Birth	Gender	Advertisement Categories	Whereabout
002	Oze - cho, Ikoma - shi	1967/10/26	male	TV programs, book - related information	2000/2/4 : Tokyo ; 2000 /3/3 : Okayama

FIG.29

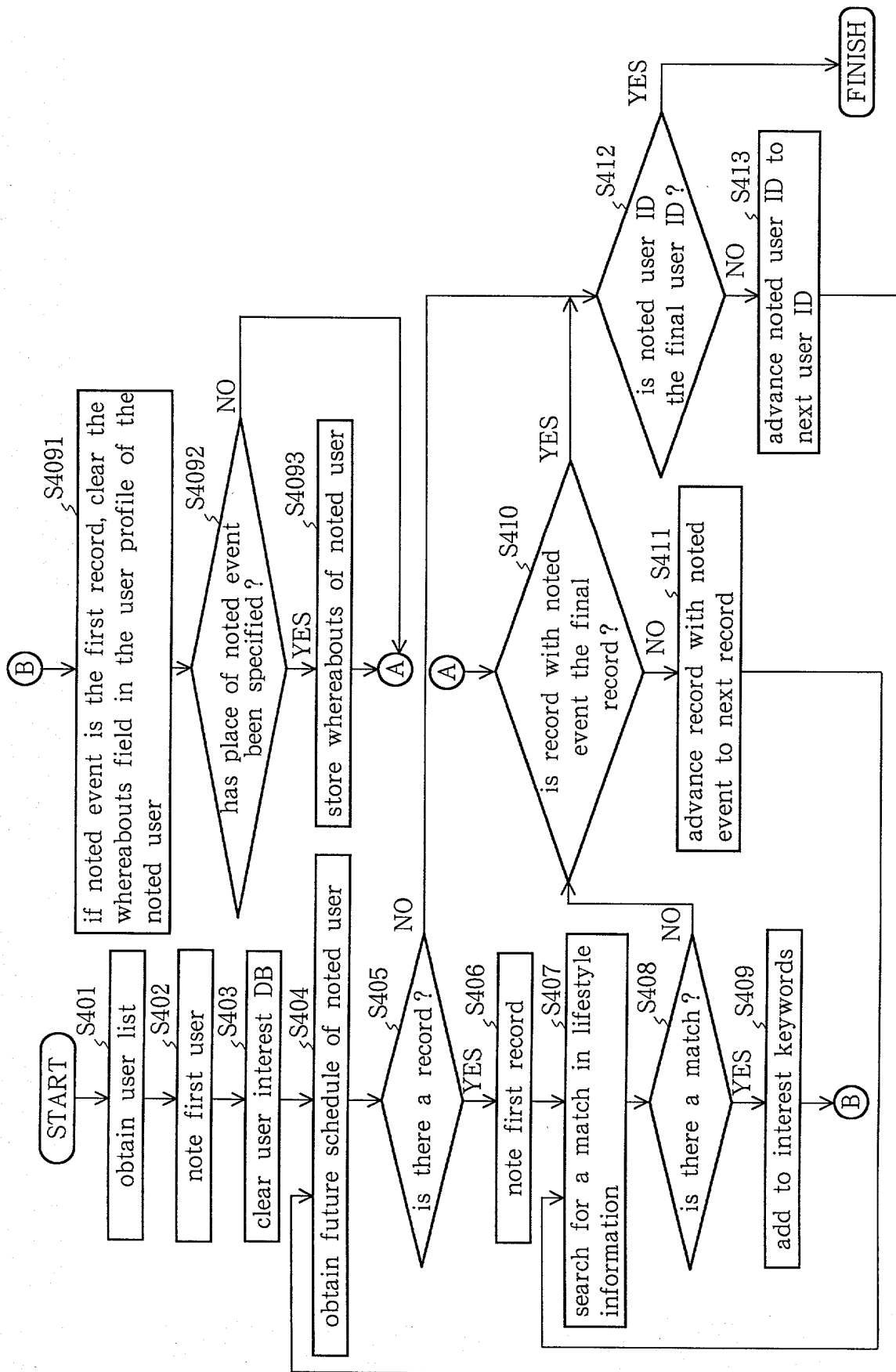
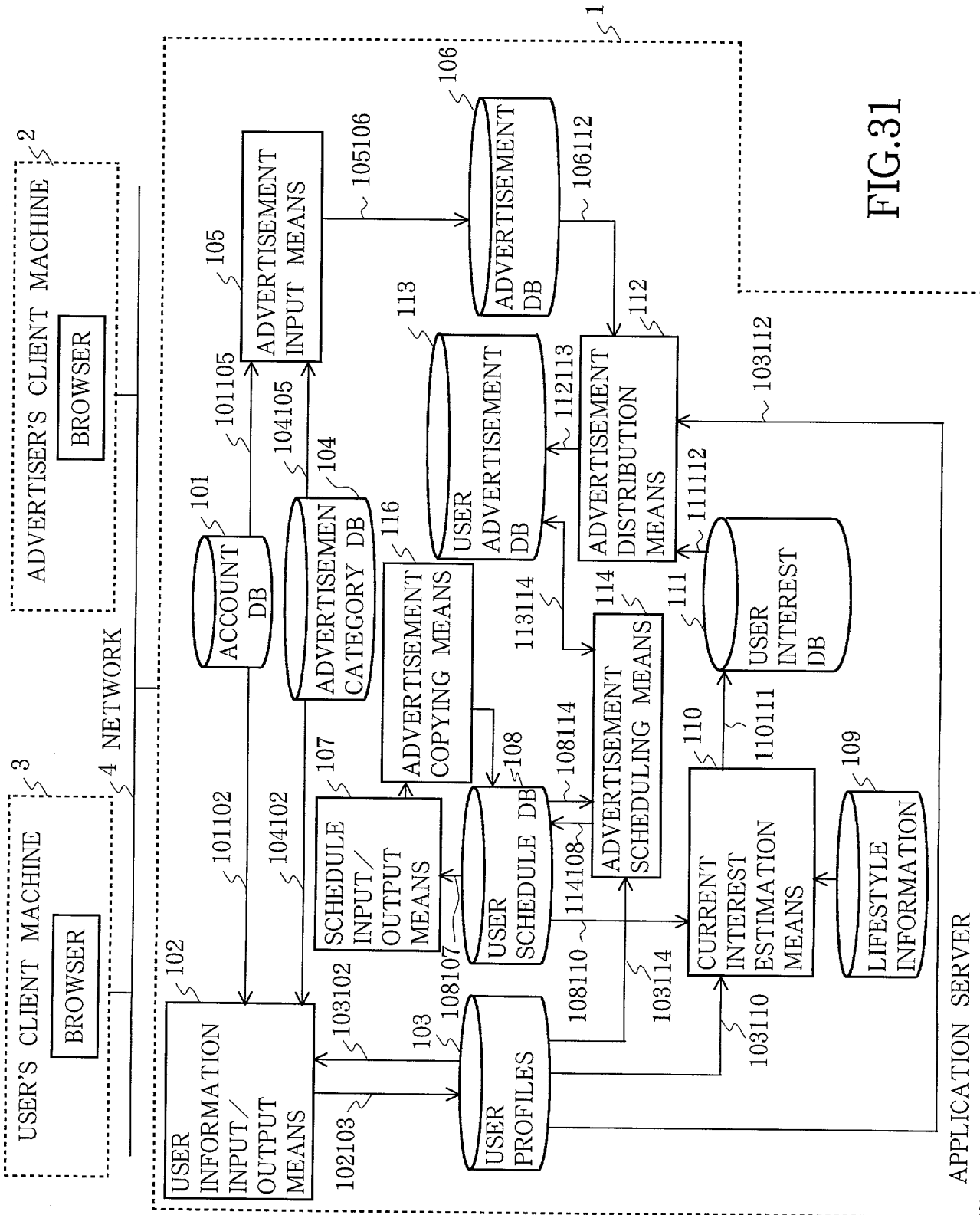


FIG.30



Event ID	Owner	Event Name	Date	Event Period	Event Type	Display Count	Keywords
0	001	skiing	2000/1/31	0:00~24:00	user event	16	
2	001	Valentine's Day	2000/2/14	19:00~21:00	user event	10	
3	002	birthday	2000/2/1	0:00~24:00	user event	11	
4	002	drinking	2000/2/5	19:00~21:00	user event	14	
5	003	travel	2000/2/18	0:00~24:00	user event	5	
6	002	bargain sale	2000/2/1		advertisement event	0	presents, new clothes, bonuses

FIG.32

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User Schedule		Advertisement Schedule	
2/1 (Tues)	0 : 00 - 24 : 00 birthday	<input checked="" type="checkbox"/> MNO bargain sale D307 Event ID D308	D306 User ID
2/2 (Wed)			
2/3 (Thur)			
2/4 (Fri)			
2/5 (Sat)	19 : 00 - 21 : 00 drinking		

D301

D302

D303

D304

D309

D305

FIG.33

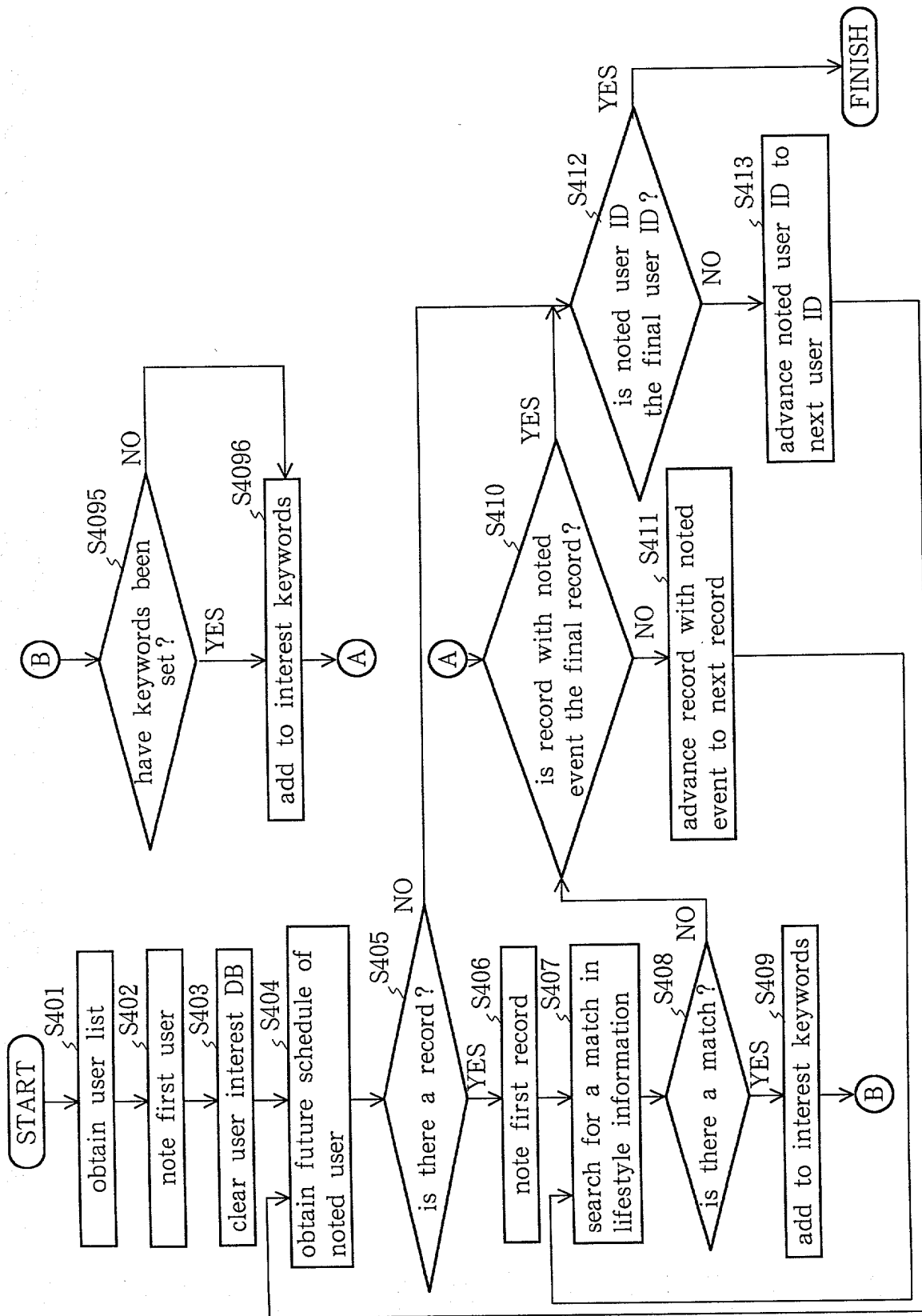


FIG.34